

ABSTRACT

The visible light absorbing film according to the present invention is formed by a visible light  
5 absorbing ink having been coated on one side or both sides of a substrate which has solar radiation reflecting properties and whose visible light reflectance is 10% or more, and is characterized in that the degree of reduction of visible light  
10 reflectance is 0.9 or less as defined by degree of reduction of visible light reflectance = [visible light reflectance (%) after coating of the ink]/[visible light reflectance (%) before coating of the ink], and the degree of reduction of solar  
15 radiation reflectance is 0.25 or more as defined by degree of reduction of solar radiation reflectance = [solar radiation reflectance (%) after coating of the ink]/[solar radiation reflectance (%) before coating of the ink].